



PRME
SHARING INFORMATION
ON PROGRESS
2012

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“CFVG celebrated its 20th anniversary in 2012. With its long experience in higher education in management, CFVG committed to adhere to PRME’s principals for its strategic sustainable development. By fulfilling our mission, we prepare the future managers or leaders of Vietnam for the turbulent and highly demanding global context. We enable them to affirm their managerial potential and become more efficient in their professional activities. They are trained to develop their personalities, to learn how to deal with cultural and social issues and to follow business practices in an ethical ways. CFVG streams bring not only technical and personal skills for their career goals, but also we inspire good merits for their social responsibility”

Prof. Dr. Jean Louis Paré
Director of CFVG

The CFVG is the first international cooperative programme of education in Vietnam. It was founded in 1992 by the Vietnamese government (the Ministry of Education and Training) and the French government (the Ministry of Foreign Affairs), and is operated by the Paris Chamber of Commerce and Industry (CCIP). The CFVG has played a leading role in management education in Vietnam, thus validating the success of the French-Vietnamese cooperation. Until 2013, the CFVG was pleased to count more than 2,200 graduate students who contribute critically to the Vietnamese economy.

The CFVG offers young Vietnamese managers, university graduates, but also university teachers, a unique opportunity to get a European approach to management and they can benefit from a range of excellent French institutions in Management, Finance and Marketing, with four degrees. All CFVG programmes are delivered on a part-time basis. Part-time delivery allows necessary flexibility that adapt to the students' professional and personal obligations.

Mission

The mission of the CFVG is to promote, at its level, the economic development of Vietnam and to encourage its opening to the world, especially to France and Europe. This is to be accomplished through the development and dissemination of management skills and knowledge by training an elite group of Vietnamese managers to be able to meet the demands of Vietnamese, French and European companies established in Vietnam.

These managers will gain an international outlook and the necessary skills to bridge the gap between Asian and European cultures.

Values

In a country with many new higher education institutions focused mainly on financial objectives, the CFVG distinguishes itself by its core values

- Rigour: quality of admission procedures, teaching, supervision of exams, and issuance of degrees
- Transparency: choice of professors, discussion and improvement of the programmes, courses evaluation, double financial auditing.
- Ethics: to an outsider, respect of ethics and imperviousness against all forms of external meddling and influences may appear obvious, but in Vietnam it is a distinguishing factor
- Identity: its dual French-Vietnamese identity grants a unique taste of European management in the opening of the Vietnamese economy.

Vision

The vision of the CFVG is to brand itself as a top management educational institution offering internationally recognized programmes delivered by or in cooperation with prestigious international partners and academic staff, helped by a strong alumni network, with the taste of European management.

While developing its public relations and marketing plans, the CFVG appraises three attributes that best describe the institution: "Development - Innovation - Internationalization".

- Emphasize excellence in teaching and collaborative learning experiences, stressing the connections between the business context and professionally based courses.

- Sustain a strong academic support system for all students and offer quality curricular and co-curricular programmes, especially through the development of double diploma with partner schools and universities abroad, which prepare students to be business leaders and effective participants and contributors in a dynamic global society.
- Increase the role of research through the PhD programme to help developing management capabilities in companies and in universities.
- Maintain an environment that supports creativity and productivity for students, faculty, and staff.
- Promote quality assurance processes.
- Promote ethical business behaviour through transparent and rigorous selection and assessment process.
- Demonstrate commitment to the effective and efficient use of resources and the wise use of technology.

1. Training programs

Master of Business Administration (MBA)

The MBA programme is delivered on a modular basis that covers 24 learning hours per course based on the ECTS credit system. Apart from the three specialised fields, a number of elective courses are designed every year to offer students theoretical and practical knowledge in specific fields related to management, finance and business.

More than 50% of teaching hours are delivered by foreign professors (mainly French but also from Canada, China, India and Thailand) contributing to international and national recognition of the CFVG. The CFVG also invites professionals from big foreign and Vietnamese companies to participate in courses, seminars and consultancy projects relative to the MBA programme. This practice gives students opportunities to gain knowledge and experience from professionals.

After the foundation courses of the two first terms, students may:

- Go abroad for one year for a dual-degree: the choice is wide in terms of institutions (ESCP Europe, Paris IV Sorbonne University, Audencia, Rouen Business School, EM Strasbourg, CEFEB from the French Agency for Development, and Skema Business School) as well as in terms of fields of study within each of these partner schools that the student might be interested in.
- Stay at the CFVG, choosing 3 electives among 8 or 9 and one specialisation from *International Marketing*, *Finance & Auditing*, and *Entrepreneurship*.

Master in Economics of Banking and Finance (MEBF)

The MEBF programme was created in 2003, first in CFVG Hanoi, and then in CFVG Ho Chi Minh City in 2007. This Specialised Master is jointly delivered by the ESCP Europe and Paris Dauphine University, both EQUIS accredited. The MEBF was launched with the perspective of equipping the CFVG with a portfolio of specialised programmes with attractive value-added characteristics. There is a prerequisite of holding a Bachelor degree and at least 3 years experience in this field.

This programme, delivered in English, has gained a leading reputation in finance and banking companies in Vietnam. Many alumni hold key positions in their companies.

The programme aims to cover four skills:

- Building a sound financial system;
- Corporate and market finance techniques;
- Tools for financial institution management;
- Consultancy project.

The programme also includes a two week study trip to France, allowing students to meet their tutor, to get familiarized with the French financial environment and to attend courses at ESCP Europe and Paris Dauphine University. 80% of the courses from the programme are delivered by these two educational institutions. For each core course, 6 focus hours taught by professors or professionals from Vietnam are devoted to apply to the Vietnamese environment.

Master in Marketing Sales and Services (MMSS)

To meet the demand expressed by human resources, especially in marketing, sales and services, the CFVG has launched a specialised Master in *Marketing, Sales &*

Services”, jointly delivered by IAE Paris-Sorbonne and ESCP Europe. 80% of the courses from the programme are delivered by these two educational institutions. For each core course, 6 focus hours taught by professors or professionals from Vietnam are devoted to apply to the Vietnamese environment.

Opened in 2006 in Ho Chi Minh City, the programme was offered in 2010 both in HCMC and Hanoi during the evenings and weekends.

The total duration of the programme is 16 months. It includes a study trip to France with lectures at ESCP Europe and IAE Paris-Sorbonne as well as visits to top international companies, providing students with an insight into the European economic environment.

Doctoral Programme (PhD)

After 20 years of operation, the CFVG has gained considerable fame in Vietnam and a large number of alumni hold key positions in administration, business, and universities. The demand for doctorate programmes is increasing and the Vietnamese government has implemented a plan for training 20.000 candidates by 2020. Less than 17% of the university teachers hold a doctorate.

This programme has been organized by a consortium of 4 institutions (ESCP Europe and 3 universities: Paris Dauphine, Strasbourg and Lille Nord de France). The first year, in Vietnam, consists of 4 seminars (methodology and foundations as well as scientific literature reading seminars) and a research dissertation. At the end of the first year, the students will get a research Master degree from Lille 2 University and, subject to the approval of the director of one of the four partner doctoral schools of the consortium, will continue for completing their doctoral dissertation within 3 years. While enrolled at a French partner doctoral school, they still have to attend the lecture/follow up seminars at the CFVG.

2. Corporate connections

One of the CFVG’s strategic objectives is to form competent executives and managers for the Vietnamese private sector. Graduates’ success in their professional career is a performance indicator of the programmes of the CFVG, as well as the recognition of its fame in the private sector.

The CFVG maintains and develops close relations with the private sector:

- The school is a member of the CCIFV (Chambre de Commerce et d’Industrie Française au Vietnam), EUROCHAM (European Chamber of Commerce in Vietnam) and VCCI (Vietnamese Chamber of Commerce and Industry). The CFVG organizes conferences and seminars with these institutions on a regular basis.
- Major company executives, managers, and new graduates are often invited to participate in CFVG activities: MBA entrance jury, conferences and workshops, lectures relative to MBA programmes, and important events such as entrance and graduation ceremonies.
- The CFVG aims to be recognized by the business community through its communication strategy (advertising its services, activities, MBA programmes through successful graduate profiles). CFVG training programmes in continuing education dedicated to the private sector contribute to further strengthen its reputation in this field.

- The implementation of the Corporate Advisory Board both in Hanoi and Ho Chi Minh aims at linking the CFVG and companies. The minutes of the last meetings (available at the base room) show that there is a strong need in Vietnam for technical skills such as Supply Chain Management, HR Management or Audit and Control. These meetings are also very useful in collecting corporate requirements in soft skills development: accountability, leadership and spirit of innovation seem to be currently missing or are still highly underdeveloped aptitudes in Vietnam. The participation of CAB representatives in the Steering Committee enables feedback from companies on the way how the CFVG is operating.
- The growing activity of the alumni association is a strong means to connect the CFVG and the corporate world. It helps to develop awareness of its activities.
- Sponsorship is a way to introduce the institution into the corporate sphere. A new kind of sponsorship was proposed in 2010: becoming the sponsor of an intake. Techcombank, a leading private institution in Vietnam (associated with HSBC), has decided to be the sponsor of the MEBF. AXA, a leading French insurer, is the sponsor of the French MBA programme.

3. Internationalisation

The French and Vietnamese governments have founded the CFVG as an international institution. The international dimension can be found in all its activities:

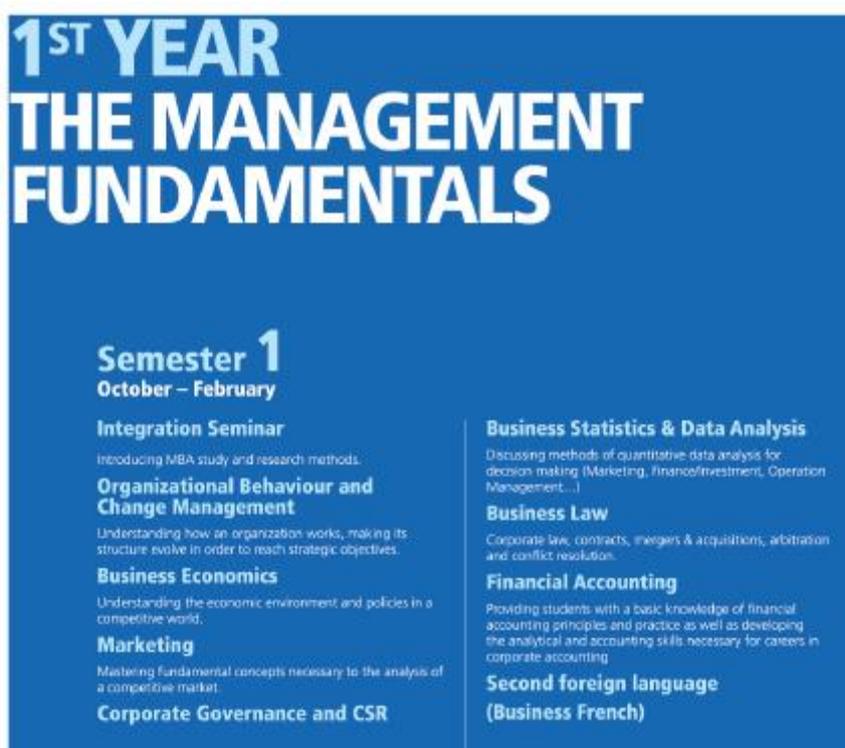
- All courses are taught in English or French.
- MBA students have the opportunity to go to Europe for a study trip (July) or for a one year exchange (or dual-degree). On average, around 20 Vietnamese students spend their second-year in France.
- The majority of professors are international visiting professors from partner institutions, most of them holding at least one international accreditation (AMBA, EQUIS or AACSB).
- French (or English) as a second language is compulsory. The English speaking students have to reach the A1 level at TEF test in French before graduating.
- All the administrative and pedagogical documents are written in French or in English.
- The Board of Directors is composed of two French and two Vietnamese members. In 2010 the management includes two French volunteers, one in Hanoi and one in HCMC.
- Most of the Vietnamese employees speak French and/or English.

The strategy is clearly international, having as its main objective to manage the CFVG as an internationally higher education institution specialising in business management and finance. Its application for the EPAS accreditation is considered a strategic issue for its internationalization and prestige.

PROGRESS REPORT TO PRME, 2012

The CFVG committed to adhere to the *Principles for Responsible Management Education* (PRME) in 2008 and strive to disseminate ethical values through various ways.

1. Since 2008, CFVG has developed a course “Corporate Governance and Social Responsibility” which is to be delivered to all MBA students. The course focus on highlighting the responsible management among current and future managers as activist shareholders of public companies as well as managing business ethics and social responsibility as a means to manage company relationships, branding the company and balancing the interests of company stakeholders. The course is highly appreciated by the MBA students as a cross field study.



2. We always ensure the transparency of internal processes, students’ right to appeal, and the severe penalty for unethical behavior like plagiarism has set an example of honesty and fair treatment which is vital in an economy where short-term profits are often the highest priority even in the education sector.
3. CFVG faculty takes initiative of research projects in related topics: green consumers and corporate social responsibility of firms in Vietnam. Dr. Truong Thi Nam Thang are currently leading a study of practices of CSR of companies in Vietnam in partnership with Saint Mary University in Canada. The explorative interviews have completed in 2012, the survey is launched to 3000 companies in Vietnam in March 2013.

4. As annual activity, CFVG students, its faculty and staff and CFVG Alumni Association involve in Annual Run for Children. In 2012, the activity attracted thousands of runners in Hanoi and about 70 from CFVG.



5. With the funding from its partnership (VIB), self funding by its alumni and current students, CFVG has organized 2 charity retreats in 2012. The participants of these volunteering activities include sponsor employees, CFVG staff, Alumni, current students and their family members.

Charity trip to Mai Chau Province:

Offering school equipment to Hang Kia kinder garden in Mai Chau Province, 130 volunteers, including individuals and organization, contribute to the program. The donation amount is nearly 2000 USD.



Charity trip to Hagiang Province:

24 volunteers, CFVG alumni and students, went to Quan Ba, Ha Giang with donation value of over 79 millions dong from more than 100 contributors in CFVG's network. A large number of clothes, school stationeries, kitchen equipments, medicine...are carried to the needy children in the region



CFVG | European Excellence in Management Education

CFVG HANOI

National Economics University
207 Giai Phong Rd. – Tran Dai Nghia St.
Tel: (84 4) 3869 10 66 Fax: (84 4) 3869 17 93

CFVG HCMC

University of Economics Ho Chi Minh City
54 Nguyen Van Thu – Dist.1
Tel: (84 8) 3824 10 80 Fax: (84 8) 3824 18 86
info@cfvg.org – www.cfvg.org